

Quick Chek Food Stores



Retail Partner Programs

1995 Non Self-Service Retail Merchandising

1995 Retail Co-Marketing

RJ Reynolds
Tobacco Company



Non Self-Service Pack Program Basic Requirements

- **RJR Full Price Display in Primary non self-service position. Total of 8 facings.**
- **2nd RJR Full Price Display in secondary non self-service position (2nd, 3rd or 4th NSS position). Total of 8 facings.**
- **RJR DORAL/MONARCH Display in Primary Savings Non Self-Service position. Total of 24 facings.**
- **RJR Enhanced Sign**
- **All "other" requirements for Self-Service program (currently being met in all Quick Chek Stores)**

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Non Self-Service Pack Program Basic Payments/Co-Marketing Allowances

- Based on current weekly average RJR volume- 60 cartons

Per Store

Monthly Merchandising

\$ 135

Monthly Co-Marketing

\$ 108*

* No change from current self-service
Co-Marketing monthly allowance.

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The Co-Existence Strategy

Exposure

It takes all kinds of cigarettes to make the category #1.

Selection

The majority of cigarette consumers don't buy the best selling brand.

Co-Existence is Best For the Retailer

Inventory

Inventory doesn't sell cigarettes. Displays sell inventory.

Promotions

The more you do for your customers, the more you do for your sales.

Don't Sell Yourself Short !

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Tobacco Company